



**VEIC Review of  
2018-2020 NH Statewide Energy Efficiency Plan  
Draft dated May 31, 2017**

**Home Energy Assistance/Electrical Assistance Programs  
Liz Curry, VEIC  
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# Characteristics of Successful Low-Income Programs

- Leverages expertise of and program delivery opportunities through partners that support hard-to-reach communities
  - Plans for high customer acquisition and program delivery costs – invests in staff and third-party training
  - Incorporates a low-income adder for non-energy benefits in cost-effectiveness screening; screens at portfolio or program level – not measure level
  - Maximizes energy savings through a package of efficiency measures
  - Utilizes opportunities to deliver efficiency education and products when partners conduct in-home visits for weatherization, lead-hazard abatement, housing rehab, and social services
  - Targets most vulnerable (high energy burden) and maximizes impact by avoiding return visits
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# Best Practices for Achieving Success, and Why

- Maximize program accessibility through centralized entry point that enables all customers to find and understand what's available
  - Piggy-back eligibility with partners using federal incomes guidelines associated with U.S. HUD and federal poverty level
- Incorporate customer education at every touchpoint
- Offer dual fuel and fuel-blind programs
- Address health and safety with healthy homes networks
- Leverage bill-paying assistance programs such as arrearage management programs to support households with very low incomes



# Overview of Program Proposed for NH

- Program objectives identify efficiency, comfort, and safety up front (p. 68 - 69)
- Strong recognition of need for more weatherization funding in order to meet the needs of the eligible population (p. 69)
- Increased savings targets of 24%-28% annually are substantial (p. 70)
- Program will continue to partner with Community Action Agencies to deliver services and connect customers with other weatherization and cash assistance resources (p. 71-72)
- Additional savings opportunities will be explored (p. 72):
  - Cold climate heat pumps
  - Additional appliances and baseload measures
- Utilities fully cover costs up to \$8,000 for basic services (p. 72); additional available for space and water heating replacements (p. 73).



# Overview of Program Proposed for NH

- New high-electric usage program offering to capture additional electric saving: clarify program delivery mechanism(s) – training contractors (p. 72) implies that household initiates contact with contractor.
    - Consider enrollment through utilities' customer service reps and sub-contracting direct install.
    - Or, consider expanding existing contract with Wx agencies to directly install efficient products in low-income households with high use, particularly mobile homes, which allows Wx to deliver energy coaching and enroll these homes in Wx program at same time.
    - Deliver full suite of electrical products (LEDs, H<sub>2</sub>O-saving devices, pipe wrap, appliances, heat pump water heater, CCHP) needed to reduce usage by maximizing efficiency.
  - Consider funding conversions to heat pump technology for customers currently using electric resistance heat – include heat pump water heaters as well (p. 72)
    - Contractor training should include contractors referring low-income households to Wx agencies for weatherization work.
  - Evaluate the feasibility of including efficient appliances beyond refrigerators
    - Freezers, dryers, and heat pump technology for electric resistance heat and hot water
  - Plan indicates that HEA/EAP have an educational component (p. 74) – recommend energy coaching with all direct install strategies.
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# Key Aspects of NH Approach VEIC Supports

- Commitment to setting HEA rebates at a level that ensures comprehensive approach if DOE funds are insufficient.
  - Meaningful increase in weatherization funding and increased targets for enrollment and savings goals.
  - Strong collaboration with CAPs that leverages other resources. Maximizes program accessibility for customer through one-stop shopping and income qualification through partner programs.
  - New high-electric user strategy is positive development.
  - Collaborative dual fuel and fuel-blind program design.
  - Acknowledgement and plan for high customer acquisition and program delivery costs; investment in staff and third-party training.
  - Funding and savings levels appear on target and achievable, yet aggressive enough to have a greater impact.
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## Key Aspects VEIC Does Not Support

- The plan indicates that water heating equipment replacement is only permitted if a home has been weatherized (p. 73). This represents a missed opportunity to best serve other vulnerable households.
  - Limiting programs to residential direct – install only. VEIC would support consideration of community-scale projects with special program design for low-income census tracts.
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# Key Drivers in the Draft Plan


- Opportunity exists for higher customer engagement in the low-income sector than what is achievable with CAPs and contractors in single family homes. Ideas/options include:
    - Nonprofit and public housing networks that serve hardest-to-house in transitional housing, Section 8 program, and service-supported housing.
  - Opportunity to expand beyond low-income residential strategies. For example, explore efficient product delivery of LED's and water saving devices through the food bank network.
  - Opportunity exists to increase focus on healthy homes by endorsing healthy homes collaborative networks in NH.
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# Recommendations for Customer Engagement

Recommendations	Rationale
<ol style="list-style-type: none"><li>1. Develop a centralized customer service call center to assist callers with navigating income-eligible offerings:<ul style="list-style-type: none"><li>❑ Access AMI data and deliver phone support with comprehensive review of usage and referrals to products and programs.</li><li>❑ Conduct intake for low-income direct install as a stand-alone strategy for high users and/or seniors.</li><li>❑ Referrals to CAPs and contractors that deliver HEA/EAP.</li></ul></li><li>2. Expand partnerships to nonprofit housing networks, such as service-enriched housing and the NeighborWorks® network, for outreach and trusted advisor role.</li><li>3. Provide links for income-eligible offerings on website and offer language interpretation (see MassSaves website).</li></ol>	<ol style="list-style-type: none"><li>1. Creates a centralized, one-stop shopping opportunity for information and referrals; provides feedback loop for utilities with centralized demand and data collection; trains customer service staff in offering education and referrals.</li><li>2. Improve collaboration with additional entities serving eligible population in order to improve awareness and most effectively target services.</li><li>3. Maximizes accessibility to energy efficiency information and program.</li></ol>

# Recommendations for Non-Residential Strategy

Recommendations	Rationale
<p>4. Provide efficient lighting and other products through the New Hampshire Food Bank network:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Establish a delivery method and schedule to get bulbs out on shelves and into food pantries.</li><li><input type="checkbox"/> Create data tracking methodology in partnership with food bank network to systematize regular deliveries on as-needed basis.</li><li><input type="checkbox"/> <a href="https://www.nhfoodbank.org/programs/">https://www.nhfoodbank.org/programs/</a></li></ul>	<p>4. The Food Bank network offers utilities an opportunity to distribute LED bulbs alongside food and create a non-residential network of trusted messengers who can spread the word to NH residents about saving energy costs and raise awareness of weatherization programs.</p> 

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# Other Comments or Ideas for the Future

- Consider additional program delivery mechanisms - building relationships with third-party networks will allow NHTSaves to increase customer engagement and expand impact over time.
    - Create a contractor network that receives training and recognition from NH Saves as pre-qualified for program delivery.
    - Request feedback from nonprofit housing and social service networks on how best to reach and serve customers.
    - Sponsor NeighborWorks® network homebuyer education classes.
    - Strong relationships with housing authorities will enable NH Saves to lay the foundation for reaching renters and rental property owners that use the Section 8 program:
      - Connect with real estate agencies, landlord, tenant, and condominium associations to learn about multifamily rental property owners' and residents' needs for rebates, incentives, and financing for rental properties.
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# For More Information

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